ORDER

Orders Order / Rev: 208304 Alt Order #: 6856068 Product Desc: PESKTA FOR CONGRESS Estimate: WOTV 2373 Flight Dates: 10/03/12 - 10/10/12 Primary AE: Petry Philadelphia Original Date / Rev: 09/25/12 / 09/25/12 Sales Office: P-PHI Order Type: REG Sales Region: Nat Agency Name: **Buying Time Buying Contact:** Petry Philadelphia Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 650 Massachusetts Avenue NW Billing Cycle: EOM/EOC Washington, DC 20001-3796 Agency Commission: 15% Advertiser Name: POL/Pestka for Congress Demographic: A35+ New Business Thru: Product Codes: PL1 Order Separation: 00:15:00

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Bili Pian				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	25	\$1,280.00	\$1,088.00

P5

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$1,280.00	\$1,088.00	0.00
Totals	25	\$1,280,00	\$1,088,00	0.00

IN5252/SP2893/TO824/AL1472

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

AGY, POL, POL-CAND

Order Share	Share	Total
WOTV	1%	\$1,280.00
Market	100%	\$128,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$3,840.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	38%	\$48,640.00
WTLJ	0%	\$0.00
WWMT	36%	\$46,080.00
WXMI	7%	\$8,960.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	15%	\$19,200.00

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOTV	10/03/12	10/03/12	Daybreak @ 6 Daybreak @ 6	СМ	6-7a	W	:30	1	\$30.00P4	0.00 NM	1	\$30.00
News 8 D	aybreak		-							i		
<u>Start</u>	Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/01	1/12 1	10/07/12	W	1	\$30.00	0.00						
E 2 WOTV 1	10/04/12	10/04/12		CM	6-7a	T 	:30	1	\$30.00P4	0.00 NM	1	\$30.00

Print Date: 10/02/12 10:30:35

WOTV

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Order / Rev:

208304

Advertiser:

POL/Pestka for Congress

Alt Order #:

6856068

Product Desc:

PESKTA FOR CONGRESS

Flight Dates:

10/03/12 - 10/10/12

Estimate:

2373

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Daybreak (a) 6 Davbreak @ 6 News 8 Daybreak Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---T---\$30.00 0.00 E 3 WOTV 10/05/12 10/05/12 Daybreak @ 6 CM 6-7a ---F--:30 1 \$30.00P4 0.00 NM 1 \$30.00 Daybreak @ 6 News 8 Daybreak Start Date End Date Spots/Week Weekdays Rate Rating Week: 10/01/12 10/07/12 ----F--\$30.00 0.00 E 4 WOTV 10/08/12 10/08/12 Daybreak @ 6 CM 6-7a M----:30 1 \$30.00P4 0.00 NM 1 \$30.00 Daybreak @ 6 News 8 Daybreak Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 \$30.00 0.00 E 5 WOTV 10/09/12 10/09/12 CM Daybreak @ 6 6-7a -T----:30 1 \$30.00P4 0.00 NM \$30.00 Daybreak @ 6 News 8 Daybreak Start Date Spots/Week **End Date** Weekdays Rate Rating Week: 10/08/12 10/14/12 \$30.00 0.00 E 6 WOTV 10/10/12 10/10/12 Daybreak @ 6 CM 6-7a :30 \$30,00P4 \$30.00 --W----1 0.00 NM 1 Daybreak @ 6 News 8 Daybreak Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 10/08/12 10/14/12 --W----\$30.00 0.00 E 7 WOTV 10/03/12 10/03/12 **GMA** CM 7-9a --W----:30 \$50.00P4 1 0.00 NM 1 \$50.00 Good Morning America **GMA** <u>Weekdays</u> Start Date **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 --W----\$50.00 1 0.00 E 8 WOTV 10/04/12 10/04/12 GMA CM 7-9a ---T---:30 \$50.00P4 0.00 NM 1 \$50.00 Good Morning America **GMA** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 Week: 10/01/12 ---T---\$50.00 0.00 E 9 WOTV 10/05/12 10/05/12 **GMA** CM 7-9a ----F--:30 1 \$50.00P4 0.00 NM 1 \$50.00 Good Morning America **GMA** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----F--\$50.00 0.00 E 10 WOTV 10/08/12 10/08/12 GMA СМ 7-9a M----:30 1 \$50.00P4 0.00 NM 1 \$50.00 Good Morning America **GMA** Start Date Spots/Week End Date Weekdays 1 4 1 Rate Rating Week: 10/08/12 10/14/12 M-----\$50.00 0.00 E 11 WOTV 10/09/12 10/09/12 **GMA** CM 7-9a -T----:30 1 \$50.00P4 0.00 NM \$50.00 1 Good Morning America **GMA** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -T----\$50.00 0.00 E 12 WOTV 10/10/12 10/10/12 **GMA** 7-9a CM --W----:30 1 \$50.00P4 0.00 NM 1 \$50.00 Good Morning America **GMA** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 --W----\$50.00 0.00 E 13 WOTV 10/03/12 10/03/12 M-F 4-5p CM 4-5p :30 \$25.00P5 0.00 NM --W----1 1 \$25.00 The Doctors The Doctors Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/01/12 --W----10/07/12 \$25.00 0.00 E14 WOTV 10/08/12 10/08/12 CM 4-5p :30 1 \$25.00P5 0.00 NM 1 \$25.00

Print Date: 10/02/12 10:30:35

WOTV

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Order / Rev:

208304

Advertiser:

POL/Pestka for Congress

Alt Order #: Flight Dates:

6856068 10/03/12 - 10/10/12 Product Desc:

PESKTA FOR CONGRESS

Estimate: 23

2373

Ln Ch S	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			M-F 4-5p	***	<u>, </u>					<u> </u>	-	**
The Doctor	rs		The Doctors									
Start D	<u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					ľ	
Week: 10/08/		10/14/12	M	1	\$25.00	0.00						
E 15 WOTV 10	0/09/12	2 10/09/12	•	CM	4-5p	-T	:30	1	\$25.00P5	0.00 NM	1	\$25.00
The Doctors	s		The Doctors									
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/1		10/14/12	-T	1	\$25.00	0.00						
E 16 WOTV 10	0/10/12	2 10/10/12		CM	4-5p	W	:30	1	\$25.00P5	0.00 NM	1	\$25.00
The Doctors	s		The Doctors									
Start D	<u>ate</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/1		10/14/12	W	1	\$25.00	0.00						
E 17 WOTV 10	0/03/12	2 10/03/12	News 8 @ 6p	CM	6-630p	W	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	ma6		News 8 @6p									
Start D	-	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/1		10/07/12	W	1	\$75.00	0.00						
E 18 WOTV 10	0/04/12	2 10/04/12	News 8 @ 6p	CM	6-630p	T	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	3pm		News 8 @6p									
Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/1	12	10/07/12	T	1	\$75.00	0.00						
E 19 WOTV 10)/05/12	2 10/05/12	News 8 @ 6p	CM	6-630p	F	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	3pm		News 8 @6p									
Start Da	-	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/1	12	10/07/12	F	1	\$75.00	0.00						
E 20 WOTV 10)/08/12	2 10/08/12	News 8 @ 6p	CM	6-630p	M	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	Spm		News 8 @6p									
Start Da	•	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/1		10/14/12	M	1	\$75.00	0.00						
E 21 WOTV 10	/09/12	2 10/09/12	News 8 @ 6p	CM	6-630p	-T	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	Som		News 8 @6p									
Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/1		10/14/12	-T	1	\$75.00	0.00						
E 22 WOTV 10/	/10/12	2 10/10/12		CM	6-630p	W	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	Spm		News 8 @6p									
Start Da	-	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/1	12	10/14/12	W	1	\$75.00	0.00						
E 23 WOTV 10/	/06/12	10/06/12	GMA Sa	CM	8-9a	S-	:30	1	\$50.00P4	0.00 NM	1	\$50.00
Good Mornii	ina An	nerica	GMA Saturday									
Start Da		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/1		10/07/12	S-	1	\$50.00	0.00						
E 24 WOTV 10/	/03/12	10/05/12	The View	CM	11a-12p	WTF	:30	2	\$100.00P4	0.00 NM	2	\$200.00
Saturday 6P	P New	s	The View									
Start Da		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/1	12	10/07/12	WTF	2	\$100.00	0.00						
										Totals	25	\$1,280.00